



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

International Journal of Current Research
Vol. 11, Issue, 06, pp. 4653-4654, June, 2019

DOI: <https://doi.org/10.24941/ijcr.34719.06.2019>

INTERNATIONAL JOURNAL
OF CURRENT RESEARCH

RESEARCH ARTICLE

BEYOND CONVENTIONAL THEORIES AND STRATEGIES

***Damindra Ranjan Dissabandara**

University Of Kelaniya, Srilanka

ARTICLE INFO

Article History:

Received 22nd March, 2019
Received in revised form
19th April, 2019
Accepted 16th May, 2019
Published online 30th June, 2019

Key Words:

Unique trends, Positive vibes,
Concept of the hive,
Mind sight.

ABSTRACT

Have you heard about the alpha wolf? they are not "leaders" in the human sense of the term. The alphas do not give the other wolves orders; rather, they simply have the most freedom in choosing where to go, what to do, and when to do it. The rest of the pack usually follows. Unlike many other animals' wolves only kill for hunger and they have they adapted a unique way of hunting, different from the rest of the animals. With over 25 years of experience, as a Cooperate Executive, I have gained knowledge working in diverse industries as well as in different business sectors ranging from NGOs, Banking, Housing, Leisure and Construction. Today I'm happy to say that the time spent with each organization has resulted in molding them to their success. As in humans, no two organizations are alike; each one has its own organizational culture and most of the time indefinite. This is the reason I quest beyond conventional theories and strategies thus introduced the 5 factor model, I call it the WOLFS Theory which is a mirror reflection of my personal life.

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Citation: Damindra Ranjan Dissabandara, 2019. "Beyond conventional theories and strategies", *International Journal of Current Research*, 11, (06), 4653-4654.

INTRODUCTION

Have you heard about the alpha wolf? they are not "leaders" in the human sense of the term. The alphas do not give the other wolves orders; rather, they simply have the most freedom in choosing where to go, what to do, and when to do it. The rest of the pack usually follows. Unlike many other animals' wolves only kill for hunger and they have they adapted a unique way of hunting, different from the rest of the animals. With over 25 years of experience, as a Cooperate Executive, I have gained knowledge working in diverse industries as well as in different business sectors ranging from NGOs, Banking, Housing, Leisure and Construction. Today I'm happy to say that the time spent with each organization has resulted in molding them to their success. As in humans, no two organizations are alike; each one has its own organizational culture and most of the time indefinite. This is the reason I quest beyond conventional theories and strategies thus introduced the 5 factor model, I call it the WOLFS Theory which is a mirror reflection of my personal life. Before I start, let me share with you a little bit about my background, I'm Ranjan Dissabandara, 45 years of age and I come from a small village in Kandy. Initially studied at Dharmaraja College and then at Trinity College, from there I entered the University of Jayawardenapura where I obtained my B'com Special Degree. Thereon when to obtain my MBA from the University of Colombo. At present, I'm reading for the DBA at the University of Kelaniya. In my life, luck and misfortune has been walking hand in hand. There is much talk about management styles, theories and strategies. But do all organizations really practice these renowned management

theories? Maybe they do, but let me tell you something that you would not expect to hear. What if I tell you that an individual's life experience can be portrayed to business success? I'm going to tell you about my life experience and how it has been applied to business success which is beyond conventional theories and strategies.

Let me introduce the Wolf's theory

1. Identifying unique trends.
2. Generating positive vibes
3. The concept of the hive
4. Mind sight – empathetic accuracy
5. Negotiations

Identifying unique trends: What's meant by identifying unique trends? Let me start with my academic life. Up to date, I have sat for over 100 exams and in most instances I've been challenged with negativity or near miss failure, where I had to put an extra effort to convert that in to a challenge and a win. I recall School authorities rejecting my admission to sit for A/L's, due to failing the most important subject: Accountancy at the withdrawal exams held prior to A levels, I had great difficulty convincing them to revert their decision and within a short period of study; 3 months, I was able to get through A/L's and was the only candidate to enter the University, under the commerce stream. There again I had a narrow luck. The cutoff mark was 272 and I obtained 271. The trend continues; at the time of applying for the MBA and after passing the Entry examination, my name was not published in the selected candidate list. When I inquired from the coordinator he told me a very interesting story, "There was only one name we have

short listed. But not published due to an unknown reason if it is you I can consider”, and he took me to his small cubical and went through couple of files and came up with a list with a name highlighted. That name was none other than Ranjan Dissabandara. The story doesn't end there. When I applied for my DBA again I was short listed and my name was not published. Similar situation. But finally I got the opportunity to do my DBA, which I'm following successfully. So, this is the trend I have identified in my life Luck with near misses. In organizational context, this can be depicted to identify trends in both internal and external environment along with trends in organizational culture, business activities, and stake holder behavior. Analyzing these trends help the organization to mitigate risk and capitalized on opportunities. Identifying trends and assessing them and taking measurements to mitigate/ eliminate them in advance.

Generating positive vibes: Exactly one year back I had an ankle pain which lasted a couple of months, I was hospitalized 4 times treated for arthritis but didn't see any improvement. I had to undergo vast no' of tests starting from blood tests, MRI, Cancer to other various suspected diseases and finally was diagnosed with a rare condition after many months. The condition started spreading to both legs and now I'm experiencing numbness below my ankle. By this time my life started to shatter, I lost my world, plans I had for my Professional Carrier and personal life were completely destroyed and negative energy started creeping in. And I was crying, pleading and begging for my life. I went to every place possible in search of cures and help. There were instances where I became suicidal but on one crucial evening I came to a standpoint where I told myself to let go of whining. And focus on the positive aspects and anticipate on the positive vibe that is waving at me instead of losing hope on that would go wrong and the misfortune that struck me. I stopped dwell in my sickness and questioning as to why it came to this, I focused on living my life to the core. It was during this time that I was taken to Singapore, and after another series of tests, the doctors confirmed on diagnosis as small vessel vacuities. Soon after my decision to focus on positives, I regained my spirit of energy and my health condition started to improve. Today I stand here in front of you with renewed faith and unflinching spirit which has taken me out of pain and stress. This is a firsthand experience on creating positive vibes and I continue to practice it throughout. In application to Organization, I mitigate the spread of negative energy, by creating positive word of mouth and maximizing positive engagement. This is not just positive thinking or motivational theory. This is restoration of faith, enhancing spirit and eliminating the doubt culture through energy.

Breaking in to small pieces – the hive: Third dimension is on setting direction, the hive. As the MD of the company I would hold on to the holistic view or helicopter view without disclosing the entire map.

The practice is to address section by section, breaking the entire hive in to small groups, addressing each group with only what is relevant to them and guide them to achieve their sectional goals. As in a jigsaw puzzle, each section will ultimately be directed to achieve the overall corporate objectives. With my experience I've observed that revealing the overall strategy creates a high resistance to “change” and is a feeding ground for cross cultural tug of war.

Mind sight – empathetic accuracy: Fourth element in my module is empathetic accuracy or mind sight. It's skill that has been developed with time, Knowledge and experience. It has proven a 60% success rate, in identifying people and their pattern of behavior. There is no magic involved it's human psychology where one closely observes body language, tone of voice, pattern of habits and their views. This is where you can foster sympathy, empathy and motivation to groom and win people. This is very useful and effective in people management.

Negotiation to convert negativity to positive: Final concept or dimension is negotiation. A good leader is also a good negotiator. In my opinion negotiation is tool that is used to convert “NO” in to “YES”. Every business meeting, staff meeting or any other business activity is a time to negotiate. Ego and attitude plays a vital role in negotiation. Next time when you are in for meetings make sure to sharpen your negotiating skills, always think a step ahead. To achieve positive results in negotiation you need to start with a very low key and step by step build your case ,convince the other party to buy your objective and invite them to share your goal, in doing so you persuade them to share ownership. The 5 factor model or the Wolf's theory, I hope you've come to realize who the alpha wolf is and hope that you've benefited out of this. I conclude with a quote stated by the famous painter Vincent van Gogh apparently “Normality is a paved road: It's comfortable to walk, but no flowers grow on it.” (People called him crazy, he died in poverty and today the flowers he painted sell for millions of dollars) When it comes to management then – is it better to stay off the paved pathways, and take the road less travelled? My wish for you is that you create your own strategies and quest beyond conventional theories and strategies.

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